



BOX AF
EXPEDITED RESPONSE
ART UNIT 3622

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO. : 09/777,212
CONFIRM. NO. : 3030

APPLICANT : Wyker, Kenneth S.
FILED : February 5, 2001

ART UNIT : 3622
EXAMINER : Duran, Arthur D.

DOCKET NO. : 146/1
CUSTOMER NO. : 36829
FOR : BUSINESS METHOD FOR INFLUENCING CONSUMER PURCHASE OF RETAIL SALES ITEMS

RESPONSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is responsive to the Examiner's Office Action dated May 18, 2004.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 10 of this paper.

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 on August 10, 2004.

Michelle Keahe August 10, 2004
Michelle Keahe Date